

### **Listing and Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (CURRENTLY AMENDED) A computer-implemented method of verification of review of a provided information by an information consumer comprising:

providing to the information consumer said information in text having a plurality of ~~signifiers inserted therein, the signifiers being an orthographic~~ appearances appearance of words ~~a word~~ apart from the meaning of the words ~~word~~;

providing to the information consumer ~~an a signifier use instruction for each of~~ the orthographic appearances;

receiving at a computer an indication from the information consumer;

determining by the computer whether the indication received from the information consumer demonstrates sufficient knowledge of said orthographic appearances signifiers in accordance with said ~~signifier use instruction~~ to provide an incentive to said information consumer;

providing by the computer an indication to provide the incentive to said information consumer only if the indication has been determined to demonstrate the sufficient knowledge.

2-148 (CANCELED).

149. (CURRENTLY AMENDED) The method of claim 1, wherein said ~~signifier use instruction~~ comprises a conversion code for conversion of said signifiers to another type of information.

150. (PREVIOUSLY PRESENTED) The method of claim 149, wherein said another type of information comprises contact information for claiming the incentive.

151. (CURRENTLY AMENDED) A computer-implemented method of verifying review of information provided in text form on a topic by an information consumer, comprising:

providing said text form information having a plurality of text form signifiers inserted therein typeset consistently with the text form information, and text form instructions identifying the signifiers, wherein the instructions pertain to extracting information independent of a meaning of the text form information in which the text form signifiers are inserted;

receiving by a computer an indication from the information consumer; and  
verifying by the computer the information consumer's review of the text form information by determining, based on the indication received from the information consumer, whether sufficient knowledge of the text form signifiers has been demonstrated by the information consumer, wherein the sufficient knowledge includes knowledge of signifiers in plural separated locations in the text form information.

152. (PREVIOUSLY PRESENTED) The method of claim 151, wherein the text form information has instructions for indicating knowledge of the signifier.

153. (PREVIOUSLY PRESENTED) The method of claim 151, wherein the text form information comprises instructional material relating to a product or service, and further comprising the step of, if sufficient knowledge of the text form signifiers has been demonstrated, making available to the information customer support associated with the product or service in a first manner, wherein, the customer support associated with the

product or service is made available in a second manner without demonstration of the text form signifiers.

154. (PREVIOUSLY PRESENTED) The method of claim 153, wherein the first manner is at a lower cost to the information consumer than the second manner.

155. (PREVIOUSLY PRESENTED) The method of claim 153, wherein the step of making available to the information customer support associated with the product or service in a first manner comprises disclosing a toll-free customer support number.

156. (PREVIOUSLY PRESENTED) The method of claim 151, wherein the text form information comprises medical instructions, and access to medication is provided responsive to verification of sufficient knowledge of the text form signifiers.

157. (PREVIOUSLY PRESENTED) The method of claim 151, wherein the step of verification comprises customer use of information embedded in the text form signifiers.

158. (WITHDRAWN) A method of verification of acquisition of each one of a group of non-unitary products, comprising the steps of:

providing each of said products in the group with a signifier;

providing at least one of the products in the group with a signifier use instruction;

and

verifying acquisition by comparing a received indication with an expected indication of the signifier provided on each of said products in accordance with the signifier use instruction.

159. (WITHDRAWN) The method of claim 158, wherein the group of non-unitary products comprises a set of tools.

160. (WITHDRAWN) The method of claim 158, wherein the signifier use instruction comprises an identification of signifiers.

161. (WITHDRAWN) The method of claim 158, wherein the signifier use instruction comprises instructions as to signifier positioning.

162. (WITHDRAWN) The method of claim 158, wherein the signifier use instruction comprises instructions as to signifier characteristics.

163. (PREVIOUSLY PRESENTED) The method of claim 151, wherein the signifiers are located throughout the text form information, and the text form information comprises an instruction manual.

164. (CURRENTLY AMENDED) The method of claim 151, further comprising providing an article for recording signifiers, the article having a substrate having multiple layers having printed information thereon, the signifiers enabling the information consumer to engage in one or more of the removal, application and ~~and/or~~ repositioning of elements on the article, to reveal information.

165. (PREVIOUSLY PRESENTED) The method of claim 164, wherein the text form information comprises instructional material relating to a product or service, and the revealed information is a toll-free customer support telephone number.